

IN THE CLAIMS:

Please revise and add the respective claims as indicated below:

17. (currently amended) A method of labeling or relabeling an object comprising:

a) providing a laminated support structure for pressure-sensitive adhesive-backed labels, said support structure comprising a thermoplastic resin film comprising at least a fluoropolymer film having (A) a label-receiving side and (B) an adhesive side, said label- receiving side consisting of a controlled-release surface without making use of a coated release substance and adapted to support a removable label attachable thereto by means comprising attraction forces between the resin film and said label, ~~substrate~~, said adhesive side of the support structure having ~~a release coated face and~~ at least an adhesive coated face and a liner covering said ~~adhesive coating~~ adhesive side of said support structure;

b) removing said liner from said adhesive coated face;

c) substantially permanently attaching the support structure to the object by adhering said laminated support structure to said object using said adhesive coated face; and

d) placing a pressure-sensitive adhesive coated label on said label-receiving side of said support structure consisting of said controlled-release surface without making use of a coated release substance.

18. (original) ~~A~~ The method as defined in claim 17, including the step comprising: e) removing said label from the support structure while leaving the support structure adhered to the

object.

19. (currently amended) ~~A process~~ The method as defined in claim 18, including the step comprising: f) replacing said label with another adhesive coated label having different indicia printed thereon by adhering the adhesive coating of said another label to said label-receiving side consisting of said controlled release surface without making use of a coated release substance of said support structure.

20. (currently amended) The ~~process~~ method as defined in claim 17, wherein the object is a product container.

21. (new) The method as defined in claim 17, wherein said support structure is provided from multiple layers containing at least one fluoropolymer film on the label receiving side of said support structure.

22. (new) The method of claim 21, wherein said multiple layers may be provided from the group of materials comprising plastic or paper together with adhesive.

23. (new) A durable self-adhesive laminate in roll, sheet or fan-fold form for use as a support for labeling and re-labeling of objects such as containers and the like, said laminate comprising:

(a) a fluoropolymer film having (A) a label- receiving side and (B) an adhesive side, said label- receiving side consisting of a controlled-release surface without making use of a coated release substance and adapted to support a removable label attachable thereto by means comprising attraction forces between said fluoropolymer film and said label;

(b) an adhesive having an ultimate release energy level greater than the attraction forces

between the fluoropolymer film and a removable label or labels, said adhesive being situated on the adhesive side of said fluoroploymer film; and

(c) optionally, a temporary backing in contact with the adhesive, said backing being adapted subsequently to be stripped from contact with the adhesive, whereby the support is suitable for mounting on an object to be labeled or re-labeled, after first having stripped any optional temporary backing therefrom, and any label or labels may, at the option of the user, be affixed to the label-receiving side and later separated from the fluoropolymer film at a release force that effectuates such separation, without, at the same time, stripping the fluoropolymer film from the object to be labeled or re-labeled.